



The City of Long Beach

Long Beach in the Twenty-First Century

There is a keen sense that a true cultural and economic renaissance is taking place in the City of Long Beach. Incorporated in 1897, Long Beach is the fifth largest City in the State of California, located within Los Angeles County in Southern California. The City occupies a land area of approximately 52 square miles and services a population of approximately 481,000.

The City of Long Beach is frequently described as a series of strong, diverse, interwoven smaller neighborhoods within a large city. While we offer all the amenities of a major metropolis, many say Long Beach has the added benefit of having maintained a strong sense of community and cohesiveness despite our size. *USA Today* has called Long Beach the “most diverse city” out of the 65 most populous cities in the nation. We are proud of the depth of our integrated ethnic diversity; Long Beach is home to residents of African American, Asian, Caucasian, Native American/Alaskan, Hispanic and Native Hawaiian/Pacific Island descents.

The City provides a full range of municipal services, including police and fire, public health and environmental services, library, parks, recreation and related social services, engineering and public works, sanitation, general administration, planning and community development, public improvements, and gas, water, airport and towing services. The City operates and maintains a world-class international deep-water harbor, a nationally recognized convention center, several beaches and marinas. Long Beach is one of only three cities in California with its own Health Department and Energy Department and the only city in California with its own Oil Department, which manages close to 2,000 oil wells.

The City of Long Beach is known for its award winning, seamless education at all levels, including the Long Beach Unified School District, Long Beach City College, and California State University Long Beach. Our educational institutions have had great success in implementing cutting edge educational programs and our collective excellence in these areas has earned us national prestige.

Enjoying the ideal Southern California climate, Long Beach hosts an abundance of cultural and recreational opportunities. The Long Beach Convention Center, Long Beach Aquarium of the Pacific, Queen Mary, West Coast Hockey League's Ice Dogs, the American Basketball League Long Beach Jams, the annual Toyota Grand Prix of Long Beach, Long Beach International City Marathon, Carnival Cruises, and an elaborate array of other attractions offer a variety of entertainment options for our residents, and draw over five million visitors a year.

The Long Beach Symphony, the Long Beach Museum of Art, the Museum of Latin American Art, International City Theater, Long Beach Playhouse and Musical Theatre West are just a few of the art programs adding to the quality of life in Long Beach.

The City has 6.5 miles of beaches covering 541 acres, 468 acres of navigable waterways, two City owned and operated marinas, 35 miles of bikepaths, 88 parks covering 2,235 acres, the busiest municipal golf course system in the nation with five golf courses and 12 libraries.

Our municipality is supported by a budget of approximately \$1.8 billion with more than 5,500 employees dedicated to providing quality service to the residents of Long Beach.

Ongoing Economic Progress

Development

The economy of Long Beach continues its impressive expansion. Developments that have been in the planning and construction phase in past years are complete or near completion.

In particular, the late 2003 opening of the Pike at Rainbow Harbor with its restaurants, theaters, amusement facilities and retail outlets completed a crucial phase of downtown redevelopment by creating a continuous zone of entertainment and commerce from the Aquarium of the Pacific to the Convention Center and Long Beach Performing Arts Center, through the popular Pine Avenue district to the recently opened CityPlace retail center.

Existing retail centers opened in recent years also include the Los Altos Marketplace, the Long Beach Towne Center, Marina Pacifica and the Los Altos Gateway. Each continues to solidify their customer bases and generate tax revenues for the City.

Also of note is the construction of over 3,000 units of upscale apartment and condominium units along Ocean Boulevard, with several of the projects completed and occupied. These residential facilities will foster a built-in audience of consumers that will actively utilize new and existing retail and entertainment venues.

Tourism

The completion of the Carnival Cruise Terminal adjacent to the City's best-known icon, the Queen Mary, provided an immediate boost to tourism. This new facility is bringing in 300,000 visitors annually to the City, many of them for the first time. Carnival Cruises also announced a desire to share the facility with other cruise lines.

Visitors to many upcoming events in Long Beach may arrive through one of the region's most convenient and popular airports. Alaska Airlines, American Airlines, America West Airlines and JetBlue Airways provide service to over 300 destinations. Long Beach

Airport has become a favorite in Southern California due to its designation as a hub for Jet Blue Airlines. Jet Blue has the continuing distinction of being one of the few profitable carriers in the nation.

Other significant achievements in the tourism sector include:

- The 29th Toyota Grand Prix of Long Beach is held annually in April with an estimated audience of 225,000 racing enthusiasts.
- The Long Beach International City Marathon, cooled by ocean breezes, continues to grow in popularity and prestige. In 2003, the race attracted 10,000 participants from 40 states and 17 countries.
- The Aquarium of the Pacific was the only major non-profit aquarium to see an increase in attendance without opening a new exhibit.
- For five weeks in the summer of 2004, Long Beach will be the focus of the swimming world. The City will host the Janet Evans Invitational with over 800 swimmers, some of whom will be striving to qualify for the Olympic Trials. That event will be followed by an International Synchronized Swimming Exhibition featuring teams from the United States, Canada, Russia and Spain. Other events include the FINA Women's Water Polo World League Super Final involving 8 international teams; the Men's Water Polo Super Final to include six international teams, with the United States entering a team in each competition, and all teams involved heading to Athens for the 2004 Summer Olympics; and, the U.S. Olympic Team Trials for Swimming. Outside of the Olympics, this will be the largest aquatic event in the history of North America, and is set to generate approximately 20,000 hotel room nights.

Boeing

Long Beach remains the only location in California with commercial or military aircraft production. Boeing's C-17 Globemaster, manufactured in Long Beach, is one of the world's most effective military airlifters, and has proven its military and humanitarian worth during the war in Iraq.

The Boeing 717 is the world's most reliable and quiet 100-passenger short-range jetliner now in service. Recently Boeing announced plans to explore making customized versions of the 717 for corporate and private use. Boeing remains the City's largest private sector employer.

Boeing is also managing the Sea Launch program in Long Beach that is active in putting commercial satellites into orbit. Sea Launch is a multi-national consortium that has had eleven successful launches, including one in January 2004. They are planning on five additional launches this year.

Long Beach Port

The City of Long Beach is home to one of the nation's busiest port complexes. Having the second busiest container port in the Western Hemisphere enhances the City's presence on the world stage. Pacific Rim trade continues to expand and the Port of Long Beach is constantly challenged to sustain its position in global trade. We truly are the pipeline through which the regional, state and national economy flows.

Accomplishments

The City has an optimistic view of its future. Following is a summary of significant achievements that have inspired and encouraged us:

In October 2003, the Fire and Police Departments began full operational use of the new **Emergency Communications and Operations Center**. This state-of-the-art facility houses not only our 911 emergency services, but also several associated communication systems. All public safety personnel are now using the latest technology including integrated mapping, logging recorders, automated call distribution, all supported by comprehensive and continuous system monitoring. The building greatly increases the capability and sustainability of our public safety personnel.

The City proudly boasts that it maintained its **AAA Standard & Poor's** investment portfolio rating.

More than **two million square feet of retail space** has been added or refurbished throughout the City since 1995.

Property values continue to grow. Home and condominium prices continue to escalate, rising more than 19 percent in the past calendar year.

The number of **residential and commercial construction permits is up** over 16 percent from last year, and permit valuation is up to approximately \$420 million, a 100 percent increase in just three years.

A new **North Police Station** is under construction and will give police officers modern facilities in which to work. An extensive seismic retrofit and rehabilitation of the **Police Headquarters** building downtown is also underway.

The Los Angeles Economic Development Corporation's economic forecast listed **Long Beach as one of the County's hot spots for the amount of development** recently completed and still underway.

The City's Water Department will start construction in early 2004 of the **largest federally authorized seawater desalination research and development project in the nation**. This joint public partnership brings together the Long Beach Water Department, the Los Angeles Department of Water and Power and the United States Bureau of Reclamation to develop a 300,000 gallon-per-day prototype seawater

desalination facility that promises to be more energy efficient than traditional methods. The facility should be completed by the end of 2004 and will utilize desalination processes developed by City staff.

The Los Angeles Regional Water Quality Control Board presented its 2003 Water Quality Award to the **Watershed Cleanup Project** coordinated by the City's Public Works Department.

The Broad Foundation named the Long Beach Unified School District (District) as the best large urban school district in the nation. This award is the result of many years of planning, commitment and dedication by teachers and staff members and is a testament to the leadership of the school district over the past several years. The District has reaffirmed its commitment to providing outstanding facilities for its students by constructing a new elementary school in downtown Long Beach.

The development of the **260-acre PacifiCenter** by Boeing Realty complex adjacent to the airport is being cleared of vacant buildings, site remediation has begun and an Environmental Impact Report is being prepared.

The City of Long Beach Government

The City operates under a City Charter adopted in 1921 and last amended in 2002. The City Charter establishes the current Mayor-Council-City Manager form of government. The City is divided into nine Councilmanic districts, with Councilpersons elected to represent their respective districts for up to two four-year terms. The citizens, as a whole, elect a Mayor to serve up to two four-year terms. The City Charter does provide for an additional term, as the current Mayor is serving, but only upon being elected as a "write-in" candidate.

The citizens, as a whole, also elect a City Auditor, City Prosecutor and City Attorney to serve four-year terms; however, there are no term limits for these positions. The City Council appoints a City Manager who serves at their discretion. The City Council is a policy-setting body that is responsible, among other things, for passing ordinances, adopting the budget and appointing committees.

The City Manager is responsible for directing and supervising the administration of all City Manager-directed departments of the City, to see that laws, ordinances, orders, resolutions, contracts, leases and franchises are enforced and executed, and for appointing all City employees except for classified Civil Service employees, the City Clerk, Elected Officers, and their appointees.